



**Opening Doors and Creating Opportunities
For Minority- and Women-Owned Businesses**

Governor

Deval L. Patrick

**Secretary of Administration &
Finance**

Leslie A. Kirwan

State Purchasing Agent

Ellen Bickelman

AMP Executive Director

Monserrate Quiñones



**Commonwealth's
Affirmative Market Program
Services Guide**



**Opening Doors and Creating Opportunities
For Minority- and Women-Owned Businesses**

"I feel that you guys have provided a service that is second to none. Being a very small business I feel that you and your office have provided me with a vast knowledge of the Commonwealth's procurement market, as well as, introducing me to tremendous opportunities within the various state organizations from the Highway Department to DCAM."

~ Ed Bragg, (MBE)
E.R. Bragg Contracting

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AMP ACRONYMS/GLOSSARY

RFR: Request for Response is the mechanism used to communicate specifications and to request responses from potential bidders. An RFR may also be referred to as a “*solicitation*”.

Contract: A legally enforceable agreement between a contractor and a Department.

AMP Plan: Required for large (over \$50,000) and statewide contracts, and will contain at least one of the following components: Subcontracting, Growth & Development, Ancillary, Past Performance, and Additional Creative Initiatives.

AMP ACRONYMS/GLOSSARY

AMP: The Commonwealth's Affirmative Market Program was established to promote minority and women entrepreneurs and assist them in gaining access to the public procurement system.

SOWMBA: State Office of Women and Minority Business Assistance is the certification agency for both the state and federal business programs.

Comm-Pass: The Commonwealth's eProcurement system, maintained by OSD.

OSD: Operational Services Division establishes statewide contracts and oversees the procurement of commodities and services for the Commonwealth.

M/WBE: Minority and Women-Owned Business Enterprise certified by SOMWBA.

DIRECTOR'S CORNER

Welcome to the Commonwealth's Affirmative Market Program!

This is an exciting time for us as we make available new services and educational opportunities for all our constituents.

The Affirmative Market Program (AMP) has a critical mission that affects all Minority & Women-owned Business Enterprises (M/WBEs) in Massachusetts, interested in participating in the public procurement process.

To expand opportunities to minority & women-owned businesses, AMP provides training workshops that include the AMP Basic, Intermediate and Advanced Business-to-Business Training, as well as "How to Submit an Effective AMP Plan" for all bidders. Additionally, the Business-to-Business Mentoring Program sponsored by the AMP Business Advisory Board, is ongoing.

The AMP also sponsors trainings for Department Program Coordinators and any contract managers interested in learning how to develop

DIRECTOR'S CORNER

effective approaches for increasing the inclusion of M/WBEs in the state contracting process.

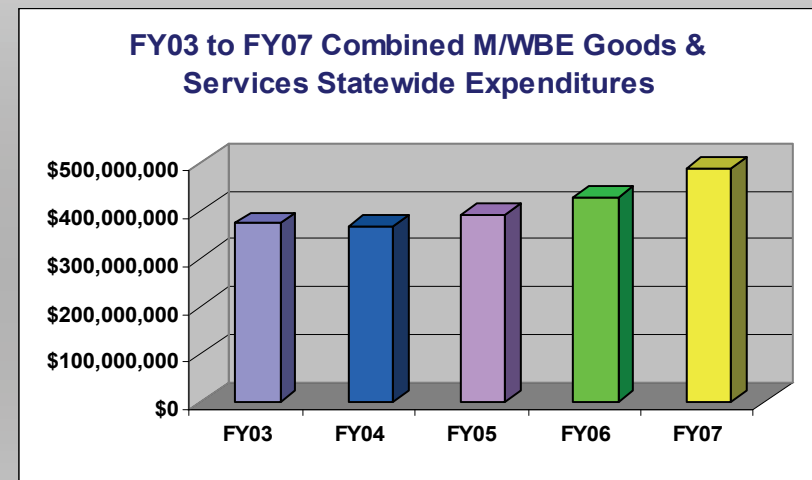
AMP Staff is available to provide technical assistance and outreach to municipalities that want to learn about the program, and expand contracting opportunities for minority and women entrepreneurs.

This program continues to experience considerable success measured by annually increasing expenditures with certified M/WBE's, and increased number of M/WBE subcontractors. AMP also develops partnerships with private and public sectors, trains vendors, and develops procurement policies and guidance to assist departments in developing creative and effective AMP approaches in all types of procurements including small, large, and statewide contracts in the area of commodities, services, construction and design.

I look forward to continually servicing the entire AMP community including Executive Branch Departments, Independent

AMP STATEWIDE EXPENDITURE

M/WBE Combined Statewide Expenditure in Goods & Services in the last 5 years:



FY07 \$488,672,661

FY06 \$426,256,135

FY05 \$391,672,667

FY04 \$367,725,700

FY03 \$372,799,726

AMP ADVISORY BOARD

Swapam Roy, PE
Stellar Corporation
594 Marrett Road
Lexington, MA 02421
781-863-0101
sroy@stlr.net

Vincent Meglio,
Executive V.P.
East Coast Petroleum
1185 Turnpike St.
Stoughton MA 02072-1160
Tel. 781-297-7030
Fax 781-297-7011
vincentm@eastcoastpetroleum.com
www.eastcoastpetroleum.com

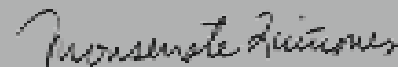
**Quick
Note**

The **AMP Business Advisory Board** is comprised of certified businesses covering all four contracting areas including Commodities, Services, Construction and Design, as well as community leaders whose mission is to work with small & disadvantaged businesses

DIRECTOR'S CORNER

Authorities, Municipalities, Contractors and M/WBE's in developing partnerships that maximize the use of all Affirmative Market Program participants in public procurements.

Monsi



Executive Director

Commonwealth's Affirmative Market Program
Operational Services Division

"I really enjoyed the AMP seminar. I wish I knew about it a year ago. It answered lots of questions I had, and I am much more informed about the Procurement Process."

We are fortunate to have someone like you and your team at the State House working on our behalf. Keep up the great work!"

~ **Nicola A. Williams, (MWBE)**
The Williams Agency

THE COMMONWEALTH'S AFFIRMATIVE MARKET PROGRAM

Introduction

The Affirmative Market Program (AMP), housed at the Operational Services Division was established in 1996 through **Executive Order 390 (EO390)**, “Establishing an Affirmative Market Program in Public Contracting”. **EO390** instituted a policy to promote the award of state contracts in a manner that develops and strengthens certified Minority and Women Business Enterprises (M/WBEs).

Our Mission is to Increase Business Opportunities for M/WBEs and to Provide Public Access to government through the state procurement system.

AMP ADVISORY BOARD

Josie Haywood, CEO
Executive Analytics & Design,
Inc.
Box 191623
Boston, MA 02119
617-304-2722
josie@eadfinancialit.com

Loretta DeGrazia, President
& CEO East Coast Petroleum
1185 Turnpike St.
Stoughton MA 02072
Tel. 781-297-7030
Fax 781-297-7011
ltd@eastcoastpetroleum.com
www.eastcoastpetroleum.com

Michael Kaye, Vice Pres.
Sales & Marketing
Arvest Press
252-R Calvary St.
Waltham, MA 02453
781.894.4844 ext. 27
mike@arvestpress.com

Pat Vacca, Sales Manager
New England Office Supply
135 Lundquist Dr.
Braintree, MA 02184
1-800-345-7080
patv@neosusa.com

Robin Cohen, President
Chameleon Consulting, Inc.
89 Falmouth Road West
Arlington, MA 02474
781-646-2772
robin@chamcon.com

Shirley Young, President
Global Advanced Technology
Inc.
24 Ladd's Way, James
Landing
Scituate, MA 02066
781-545-3546
shirley@gatis.com

AMP ADVISORY BOARD

Andres Lopez, Director
Mass. Community
Development Finance
Corporation
155 Federal Street
Suite 202
Boston, Massachusetts
02110
Tel: (617) 523-6262
Fax: (617) 523-7676
alopez@mcdcf.com
www.mcdcf.com

Gary Mansfield,
Senior Loan Officer
Mass. Community
Development Finance
Corporation
155 Federal Street
Suite 202
Boston, Massachusetts
02110
Tel: (617) 523-6262
Fax: (617) 523-7676
gmansfield@mcdcf.com
www.mcdcf.com

Indira B. Patel, President
New England Office Supply
135 Lundquist Dr.
Braintree, MA 02184
1-800-345-7080
indirap@neosusa.com

Janet Santa Anna,
President
The Resource Connection,
Inc.
161 South Main Street
Middleton, Ma 01949
978-777-9333
janet@resource-connection.com

John R. Monteiro
ASEC Corporation
100 Hallet Street
Boston, MA 02124
Phone (617) 265-7777
Fax (617) 265-2277
jrm@aseccorp.com
www.aseccorp.com

THE COMMONWEALTH'S AFFIRMATIVE MARKET PROGRAM

How Does the AMP Work?

Procurement policies and guidance are provided to all Executive Branch departments and participating state entities to assist them in implementing AMP procurement objectives for all solicitations.

The Affirmative Market Program is responsible for tracking expenditures of participating departments with certified M/WBEs in the areas of commodities, services, construction & design.

Departments submit their fiscal year **benchmarks** for MBEs and WBEs individually. The formula for the benchmark setting process starts at the beginning of every fiscal year with participating state entities as follows: the average spend from the prior two fiscal years + additional amount from current discretionary budget (after exemptions) = fiscal year benchmark.

The AMP tracks expenditures and assists departments in meeting their fiscal year commitments.

AMP PROGRAM SERVICES & ADVANTAGES

Program Services

The Affirmative Market Program is designed to provide prompt assistance to all AMP constituents including departments, municipalities, contractors, and Minority and Women-Owned Business Enterprises (M/WBEs).

- Technical Assistance: AMP staff is available to meet with bidders and contract managers one-on-one to provide technical assistance in strategic decision-making pertaining to the building of M/WBE partnerships.
- Free Annual Statewide Events: Networking opportunities including the Fiscal Year Kickoff “Meet the M/WBE Vendor” and the Legislative Breakfast event for certified vendors to meet and market their businesses to the Commonwealth’s AMP Coordinators, OSD Procurement Management Team Leaders/Directors, and Prime Contractors on statewide contracts who

AMP CONTACT INFORMATION

One Ashburton Place

Room 1017

Boston MA 02108

Monserate Quiñones

Executive Director

Tel: 617-720-3149

amp@osd.state.ma.us

Maria D. Gonzalez

Business Coordinator

Tel: 617-720-3177

amp@osd.state.ma.us

Gladymar Parziale

Deputy Director

Tel: 617-720-3166

amp@osd.state.ma.us

Donna Fleser

Executive Assistant

Tel: 617-720-3103

amp@osd.state.ma.us

AMP ONLINE RESOURCES



Quick Note

When using the **SOMWBA** online search engine to find a certified business in a particular industry or field of interest, please be general rather than specific. If your query is too specific you will receive fewer results.

Finally, if the results of your query are not sufficient and you need assistance, please contact **SOMWBA** directly at **617-973-8692**.

AMP PROGRAM SERVICES & ADVANTAGES

are looking for partnerships early in the Fiscal Year.

- Vendor Training Sessions that include:
 - ◇ Free “*Basic Workshop*” for vendors new to state procurement.
 - ◇ “*How to Submit an Effective AMP Plan*” Workshop for any contractor doing business with the state regardless of certification status.
 - ◇ “*Intermediate*” AMP training workshops covering commodities, services, construction and design.
 - ◇ “*Advanced*” AMP Business-to-Business seminars led by the AMP Business Advisory Board.

For registration information on these trainings, go to the “*Program Services*” page at www.mass.gov/amp or call the **AMP Help Desk** at 617-720-3359.

AMP PROGRAM SERVICES & ADVANTAGES

- Free Business-to-Business Mentoring programs.
- The AMP Help Desk, designed to provide prompt assistance to all AMP constituents including prime contractors, and M/WBEs.

All these services are described in more detail in the pages that follow.

Advantages:

The Affirmative Market Program benefits include:

- Providing access to public contracts
- Stimulating economic growth
- Assisting M/WBE capacity building
- Creating jobs for the local community
- Working with small and disadvantaged businesses

AMP ONLINE RESOURCES

1. www.mass.gov/amp

2. M/WBE TALK— AMP NEWSLETTER (LOCATED ON THE AMP WEBSITE). This quarterly newsletter provides up-to-date information on AMP activities and events. It also helps to promote vendors and highlight department accomplishments.

3. The State Office of Minority & Women Business Assistance (SOMWBA) website <http://www.mass.gov/somwba> Here you can query certified M/WBE businesses eligible to participate in the AMP by business type, geographic area, and certification status. This is one of the many sources for finding AMP partners.

4. Comm-Pass Business Directory www.comm-pass.com

5. The AMP website also contains a list of M/WBEs on Statewide contract.

AMP HELP DESK

“We have been SOMWBA certified for most of the nearly two decades that the company has been in business. However, I never had a handle on how to market our services to the Commonwealth of Massachusetts until I made a phone call to the Affirmative Market Program’s (AMP) Help Desk last summer.”

~ Joe Perkins, (MBE)

Communication Management, Inc.

Quick Note

The **AMP Help Desk** Business Hours are 8:30 a.m. to 5:00 p.m. Call **617-720-3359** or email amp@state.ma.us. For event registration or information, see “Program Services” page at www.mass.gov/amp

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

The “Meet & Greet” Initiative

Purpose:

To provide assistance to Contract Managers, Prime Contractors and M/WBEs in meeting AMP mandates throughout the procurement and contract award process by facilitating a forum that will meet the specifics of each contract and individual concerns of each contractor.

Benefits:

- To save contract managers’ time and decrease one-on-one meetings and phone calls with contractors
- To make available a forum to address AMP questions to a specific RFR in a group setting
- To improve compliance and outcomes of AMP commitments
- To improve prime contractors’ submission of subcontracting reports

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

- To provide technical information for submitting AMP plans in RFR's
- To increase the number of M/WBEs participating on statewide contracts, thus helping departments reach fiscal year spending benchmarks

I'm excited about the outreach efforts the AMP program is making with municipalities. They have come a long way with introducing the *Affirmative Market Program* to cities and towns. To date they have had training sessions in Somerville and Brockton and have outreached to the cities of Cambridge, Springfield, New Bedford and others for training opportunities.

Congratulations to the AMP Program, they continue to soar and have become an integral part of state government.

Ellen L. Phillips
Deputy State Purchasing Agent
Operational Services Division

AMP HELP DESK

The **AMP Help Desk** is designed to provide prompt assistance to all AMP constituents including departments, municipalities, contractors, and Minority and Women-Owned Business Enterprises (M/WBEs) by:

- Working towards new or additional AMP partnerships for AMP Plans.
- Researching specific industries
- Assessing M/WBE availability to meet procurement objectives.
- Facilitating the identification of key AMP Department Coordinators for marketing and assistance in the procurement process.
- Supporting and guiding AMP contractual objectives.
- Addressing all constituent AMP questions and concerns.

AMP Help Desk

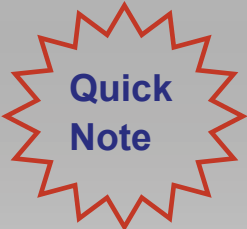
617-720-3359

ADVOCACY & OUTREACH

AMP Support for Municipalities and Public Organizations

The Affirmative Market Program will partner with any city or town municipality interested in adopting AMP objectives or hosting a local vendor training on understanding the public procurement process, and maximizing M/WBE Certification in the public market place.

Public organizations in need of these services should call the **AMP Help Desk** at 617-720-3359.



Quick Note

For registration information on all our events please visit the ***“Program Services”*** page
www.mass.gov/amp

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

The AMP Board feels strongly that by providing a mechanism for support from a vendor’s perspective, as well as individualized guidance to a clearer understanding of the public contracting process, representation of minority and women-owned businesses will increase.

Meet the Vendor Programs

During the Fiscal Year monthly coordinators’ meetings with department coordinators, M/WBEs are scheduled to present and introduce their business.

For more information please contact the **AMP Help Desk** at 617-720-3359.

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

Business-to-Business Mentoring Program

The AMP Business Advisory Board's mission is to assist the Commonwealth and its AMP participating entities in maintaining the objectives of Executive Order 390. The AMP Business Advisory Board is responsible for creating and supporting initiatives that represent the interests of the SOMWBA certified vendor community. One such initiative is "The Business-to-Business Mentoring Initiative".

Eligible vendors can sign up by submitting "The AMP Business-to-Business Mentoring Initiative" participation form which can be found on the AMP web page www.mass.gov/amp

"Thank you for enabling me to participate. I came away with good ideas to improve and grow and am in the process of implementing them and getting back to my mentor for more."

- Protégé

ADVOCACY & OUTREACH

The "Meet and Greet" Monthly Networking Breakfast

M/WBEs are invited to make presentations introducing their business during the monthly Department Coordinators' Meetings. This is another AMP outreach initiative in partnership with Department Program Coordinators.

"As small business owners, we must relentlessly pursue business opportunities. The State Contract provides an avenue to success, but we must do the work and make it a reality".

*~ Don Straughter, MBE
Nova Sheen Corp.*

ADVOCACY & OUTREACH

Community Outreach

Purpose

The Affirmative Market Program's advocacy efforts and statewide initiatives are created to meet the best interest of all program constituents.

Services

- AMP partners with many organizations in the Commonwealth such as Chambers of Commerce, Small Business Association (SBA), Procurement Technical Assistance Centers (PTAC), Municipalities and others to help address potential challenges and create opportunities for increasing participation of small, women, minority and disadvantaged businesses.
- AMP Staff are available to provide procurement workshops and trainings throughout the state.

"If your actions inspire others to dream more, do more and become more, you are a leader." ~ John Adams

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

Once the Board receives a referral form, vendors may be matched with a board member and contacted.

The mentoring may be short-term or long-term as deemed appropriate by the Board.

Annual AMP Fiscal Year Statewide Kickoff:

"Meet the M/WBE Vendor" Event

If you are an M/WBE who would like to do business with State Agencies or a Prime Contractor looking to develop partnerships with M/WBEs this is the event for you!

The Annual "**Kick Off**" event provides an opportunity:

- To meet and network with AMP Department Coordinators, OSD Procurement Directors and Contract Managers, representatives from other state entities, and key decision makers.

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

- To present yourself to Prime Contractors on statewide contracts looking to establish business AMP partnerships with M/WBEs.
- To introduce your business to our AMP Business Advisory Board and other M/WBEs.
- To become informed on current AMP initiatives, services and events.
- To learn more about Procurement opportunities with the Commonwealth.

*The **Kickoff** is held in September at the State House*

“Until you are given the opportunity, the world does not know your potential”

*~ Val Demings,
First African American
woman to lead the
Orlando Police Department*

EDUCATIONAL SESSIONS

Department Trainings

New Training for Contract Management for AMP Commitments

The purpose of this training is to provide technical assistance to Department Coordinators, Contract Managers, and Fiscal Officers on how to achieve maximum contract management performance with AMP deliverables.

New “AMP On Demand” Training

This new service is available to any department interested in addressing challenges and opportunities via a tailored AMP training to meet the specific needs of their procurement team. The AMP Staff will design a training with the input of the department coordinator to achieve maximum benefit based on department need.

*For additional information on any of these educational sessions, please call the **AMP Help Desk** at 617-720-3359 or email us at **amp@state.ma.us** with your contact information and program of interest.*

*To register, visit our “Program Services” page at **www.mass.gov/amp***

EDUCATIONAL SESSIONS

Department Trainings

New Workshop for Developing Effective AMP Approaches

All Department Coordinators and Contract Managers are encouraged to attend this workshop, which has been designed to provide participants with the necessary skills to create effective AMP approaches in their procurement process.

Please register for AMP trainings through PACE (Performance and Career Enhancement) a Web-based LMS (Learning Management System) that will be available to staff in the Executive Branch of the Commonwealth of Massachusetts. If you do not see your agency listed on the PACE login page, please register through the HRD PACE link.

If you need assistance with PACE, please visit www.mass.gov/pace

NETWORKING AND BUSINESS DEVELOPMENT EVENTS

AMP Board Sponsored Annual Legislative Breakfast

This event is sponsored by the AMP Business Advisory Board and held at the State House in November every year. State Senators and Representatives are invited to speak of their support for the program and its mission.

The AMP Community is invited to attend and participate in this event.

"The whole staff at AMP is always eager to help you. Attending their events always had a positive impact on our sales".

~ **Ricky Malrani**, (MBE)
Sterling Printing

EDUCATIONAL SESSIONS

AMP Vendor Series

BASIC: AMP Procurement Workshop

All M/WBEs interested in learning how to maximize their SOMWBA certification status, find opportunities for AMP partnerships, and market as an AMP participant to state entities are invited to attend this training seminar.

How to Submit an Effective AMP Plan

The AMP Plan Form is a requirement for all large procurements including Statewide Contracts. AMP offers this workshop to both Certified and Non-certified Businesses that are interested in learning how to submit an effective AMP Plan in their bid submission for commodities and services contracts.

"Great Presentation and information! I am not certified but after today's presentation I will be."
~ Workshop Participant

EDUCATIONAL SESSIONS

AMP Sponsored DCAM Certification Workshops

AMP organizes brown bag workshops during each fiscal year for certified Vendors in partnership with DCAM's Certification Unit. These trainings are geared towards increasing vendor pools of contractors both prime and filed sub-bidders.

For any related questions or assistance to complete the certification application, please check the "Program Services" page at www.mass.gov/amp

AMP-DCAM Workshops are scheduled twice a year for any eligible contractors. For any questions about the workshop schedule call the **AMP HELP DESK** at 617-720-3359 or visit our website: www.mass.gov/amp

"Thank you for the informative workshop. You were so helpful and patient. I am looking forward to the next workshop."

~ **Flavia Ciriello**, (WBE)
Needham Welding Corp.

EDUCATIONAL SESSIONS

ADVANCED: Business-to-Business (RFR) Training

If you are a state-certified business that is ready to respond to an RFR, but needs help with the technicalities, this workshop is for you!

The sessions will be presented by the Members of the AMP Business Advisory Board and Senior Procurement Managers.

This training is designed for vendors with some contracting experience with public entities. The workshop will cover all four contracting areas: Commodities, Services, Construction, and Design.

**Quick
Note**

The AMP Advanced Business-to-Business (RFR) Training is offered annually in January.

EDUCATIONAL SESSIONS

INTERMEDIATE: Vendor Procurement Workshop

This seminar will focus on the procurement and bidding process, and the tools necessary to do business with the Commonwealth.

The following contracting areas will be covered: Commodities, Services, Construction and Design.

This training is intended for M/WBEs who are ready to participate in the procurement process.

**Quick
Note**

Two sessions are offered in the spring and fall. All certified businesses in all business fields are welcome to join us.

I'm MBE/WBE Certified What's my next step?

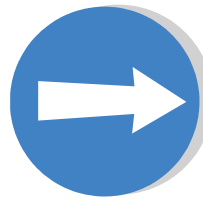


**M/WBE SOMWBA
CERTIFICATION**

- Know COMM-PASS
- View all bidding opportunities
- Sign up for "Interested Bidders" List

**AMP
TECHNICAL & SUPPORTIVE
SERVICES**

- AMP Basic Training (Vendor Series)
- Individual support with AMP Staff - Meet One-on-One
- Sign up for Business-to-Business Mentoring Program



**NAVIGATING
COMM-PASS
ONLINE SOLICITATION
OPPORTUNITIES**



**MARKETING
AT ALL LEVELS**

- Persistence Pays Off: Developing relationships that work
- Outreach & Market to Department Coordinators through AMP
- "Meet the Vendor" Programs

**STATEWIDE EVENTS
DEVELOPING
PARTNERSHIPS**

Look for Partnership Opportunities & Relationship Building with Primes & Departments



**EDUCATIONAL
SEMINARS &
TRAINING
OPTIONS**

- How to Submit an Effective AMP Plan
- AMP Intermediate Vendor Training
- Pathways to Procurement
- Advanced Business to Business Workshop



Affirmative Market Program

Commonwealth of Massachusetts